

YOUR SIMILAC® PRODUCT REFERENCE GUIDE

Distinct Color-Coded Segments – Easier-to-Understand Labels – Benefit-Orientated Product Names

Advance—complete nutrition for the 1st year

Similac® Advance®



Size	Formulation Change	New Size	Appearing at Retail
12.4 oz powder (90-fl-oz)		✓	May
32-fl-oz RTF			June
13-fl-oz CL			June
8-fl-oz RTF			June

Sensitive—for babies with fussiness, gas & spit up

Similac Sensitive®



Size	Formulation Change	New Size	Appearing at Retail
12.6 oz powder (90-fl-oz)	✓	✓	May
32-fl-oz RTF	✓		September
13-fl-oz CL	✓		September
8-fl-oz RTF	✓		September

Similac® Isomil® Advance®



New Name

Size	Formulation Change	New Size	Appearing at Retail
12.4 oz powder (90-fl-oz)	✓	✓	May
32-fl-oz RTF	✓		June
13-fl-oz CL	✓		June
8-fl-oz RTF	✓		June

Similac Sensitive® R.S.



Similac Sensitive for Spit-Up™



New Name

Size	Formulation Change	New Size	Appearing at Retail
12.3 oz powder (90-fl-oz)		✓	May
32-fl-oz RTF			June

Expert Care—for babies needing extra TLC

Similac® Alimentum®



Similac Expert Care™ Alimentum®



Size	Formulation Change	New Size	Appearing at Retail
16 oz powder			July
32-fl-oz RTF			July
8-fl-oz RTF			July

Similac® NeoSure®



Similac Expert Care™ NeoSure®



Size	Formulation Change	New Size	Appearing at Retail
13.1 oz powder (87-fl-oz)		✓	August
32-fl-oz RTF			August

Similac® Isomil® DF



Similac Expert Care™ for Diarrhea



New Name

Size	Formulation Change	New Size	Appearing at Retail
32-fl-oz RTF			July
8-fl-oz RTF			July

